

# A Pleasant Friendship Exists

Between Our Many Thousands of Customers and Ourselves

WE meet them so often as they pass in and out, we have learned many of their preferences, settled some of their difficulties and spent unstintingly of time, money and brains to please them in our selection of fashionable apparel to meet their various requirements. And they are frankly outspoken in their approval of our efforts and pride in our success. Not a day passes that we do not hear words of commendation from those who have thoroughly tested season after season the REAL VALUE of the garments offered here, in style, quality and price. Our customers are cultivated, refined, intelligent—and they prefer to deal with a firm giving them positively the best values the market affords every day in the year, without deception and without exaggeration.

## The New York

CLOAK & SUIT HOUSE  
337-339 S. Broadway

The Style Shop of Los Angeles

The Cleverest Creations of World-Famed Milliners  
Are Placed at the Disposal of Fair Los Angeles

AND there is no longer any reason why any woman should be outshone by her friend just returned from Paris. We are constantly welcoming delightful new arrivals in our magnificent French Hat Room, and fashionable women have learned to depend on the absolute correctness of the styles here displayed from day to day.

“For Wear in the Machine  
Choose a Pretty Fur Toque”

THE new fur millinery is universally becoming, and women are finding that an effective fur turban, with one of the stunning new motor veils, makes an ideal headgear for an auto trip.

“Have You Seen the Smart New  
Black Velvet Turbans?”

PARIS is under the spell of the turban toque, and American women have just as promptly fallen in love with it. The black chiffon velvet is rich and lustrous, the style effective.

Latest Idea in Patent Leather Auto Hats with Veil Attached \$7.50

## Just the Right Coat Every Time

WHILE the number of garments in our Coat Section is astonishing, the VARIETY is still more amazing! If there is any possible coat need that has not been thought of and provided for, we don't know what it can be! Come here when you want “just exactly the right coat!”

### Rich One-Piece Velvet Dresses

ALMOST as soft and supple as satin is the beautiful Chiffon Velvet from which these frocks are fashioned. The colors are particularly rich and alluring, including the new shades of amethyst, turquoise, emerald, wine, stone gray, olive, walnut, golden brown and black. Touches of Persian embroidery at throat and wrist, with perhaps a handsome yoke, completes the charm of these stunning frocks. Exceptional values at \$23.50, \$29.50 and \$35.00.

### Splendid Suits

Of Tweed and Serge \$15.00

DON'T come expecting to find ordinary \$15 suits, for these are extra special values for Monday, and are positively worth almost double the money; of tweeds in light gray, tan, blue, rose and lavender and the popular blue serges; latest styles; three-quarter length coats.

### Street Frocks

Smartest New Styles \$18.50

STYLISH, practical dresses of serge, mannish worsteds, wide wale diagonal cloths, French panamas and broadcloth, in all the staple shades as well as the new color favorites; in severe military effects or braided; some with lace yokes.

### Covert Coats

COATS that have a regal air of exclusive elegance; strictly tailored; fitted or semi-fitted—\$18.50 up.

### Motor Coats

SWAGGER 56-in. coats of mannish English homespuns; man tailored; high collar, large buttons and big pockets; comfortable; serviceable.

### Military Coats

NEW model in military effect; countless charming shades, including navy blue, wistaria, green and black—\$18.50.



## Who Ever Dreamed of Many Pretty Capes?

ONE may choose from the shimmering of satin, the softness of velvet, the richness of silk in novel weaves and the ever fashionable broadcloth. Every one is charming in its own way, from the dashing little broadcloth wrap modeled after a Prussian officer's cape to the loveliest of evening wraps.

### Military Capes

APPARENTLY the great coat and cape designers of Europe are turning more than ever to the military effect. The military cape illustrated is a new model at \$15. There are other chic military designs as low as \$7.50.

### Graceful Capes

IN BRAIDED EFFECT \$8.75.

A TRIFLE more feminine in effect, falling in long, rippling folds almost to the hem of the dress; richly embroidered in self-colored braid in pretty scroll design. Women are surprised to find them for so little as \$8.75.

### “The Gay Hussar”

A TRULY charming model shown in velvet, satin, moire and satin bengaline, with a tricky trimming of black silk cord and a touch of gold. All the most beautiful evening shades are represented in this dainty cape.

## There Is “Class” and Distinction In Our Tailored Suits

At least one of their many points of merit will make an irresistible appeal to each and every woman.

THE woman who seeks quiet elegance will delight in the exquisite quality of the materials—the woman of simple tastes will take pleasure in the faultless finish of the plain tailored models—the practical woman will appreciate the good lines and excellent workmanship throughout that insure permanency of style and fit—the economical woman will be thoroughly satisfied with the exceptional values—and so on through the list. As one woman said, “You can trot all over the city, but you always find just the suit YOU WANT at ‘The New York.’”



### Hat Pins

ALL the latest novelties in quaint designs for wear with new millinery.

### Veiling

PRETTY new patterns and dainty meshes in a wide variety of desirable shades; special, per yard, 19c.

### Auto Scarfs

EVERY imaginable novelty in smart auto veils and scarfs; be sure to see them; \$1.25 up.

### Tailored Hats

STYLISH new effects in scores of becoming shades and shapes; artistically trimmed for street wear; \$9.75.

### Beautiful Beavers

THE most popular hat of the season; hundreds of them in every modish shape and shade at moderate prices.



## “Special Sale”

Fascinating Assortment  
Wings and Fancy  
Feathers

Four Remarkable Prices

95c (AN immense shipment of precisely the colors and styles women are wishing for just now. And every one of them has a little winged price attached that will carry it away in a hurry. These are values worth coming a long way to share.) 45c  
65c 35c

## Little Girls in Beaver Hats

LOOK dearer and sweeter than ever! These are of the finest quality silk beaver in black, navy, brown, cardinal and natural shades. The new shapes are sure to captivate the fancy of any mother who enjoys seeing her small daughter in the prettiest of hats. Price \$3.75.

## Something Important to Tell You About These Gloves

THEY are 8-button tan Cape Gloves. We sell them in the usual way at \$2 a pair. Women like them for general wear in the street, motoring, driving, shopping; there is a full range of sizes, and the Monday price is \$1.25 a pair.

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## Party Frocks for Pretty Girls

All ready to dance out of our French room to join in the merrymaking of the Holiday Season

THE very Spirit of Pleasure seems to have entered into these exquisite little gowns. Dainty affairs in chiffon over taffeta or peau de cygne. Girlish models cut round length and trimmed just enough to make them irresistible, in fine lace and chiffon. In lovely shades of pink, light blue, lavender, deep cream and corn color. \$27.50 and \$35.00.